Duke Adelante Ambassador Proposal

Call to Action: Adelante Shoe Co. is a new social enterprise planning to launch on Kickstarter on November 25. As a cash-strapped startup, we need as much organic promotion as possible leading into our launch date. From now until November 25, our efforts are focused entirely on building our following and engaging our target customers. **Help spread the word and we’ll return the favor!**

About Adelante Shoe Co.: We are dedicated to making it absolutely effortless for you to choose a socially responsible pair of shoes without compromising on quality, style, or affordability. Our shoes are modern classic style, handcrafted from 100% quality leather, and priced responsibly. Values are important to us, so we pay craftsmen and women enough for themselves and their families to be over the Living Well Line — **a new social impact model that raises the bar within the social entrepreneurship field.**

Objective & Proposal: We aim to build a following at Duke University that culminates in the sale of **100 pairs of shoes to the Duke community on Kickstarter.** To accomplish this objective, we hope to form a community of Duke Adelante Ambassadors that organically engage with and promote our brand over social media and through word of mouth. To do this, we will provide a social media content kit to Adelante Ambassadors, as well as access to information and the Adelante Leadership Team. **If any one Adelante Ambassador consistently engages our brand on social media and closes 10 or more sales over the course of our 31-day Kickstarter, that person will receive the following compensation…**

Compensation
- Put it on your resume and I (Adelante Founder & CEO) **will go to bat for you when it counts most**
- Your choice of a **free pair** of Adelante shoes

**Why else would you participate?**
- Real world social media marketing and **sales experience in a startup environment**
- It costs you nothing, **you stand only to gain**